

ISSUE ORIENTED PROGRAMMING

ISSUE FITNESS/NUTRITION \_\_\_\_\_ TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: PAULA GROSS. DIETICIAN

AFFILIATION: HOLMES REGIONAL MEDICAL CENTER

NAME: STEVE DEITZ. FITNESS INSTRUCTOR

AFFILIATION: FITNESS PLUS

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 MIN \_\_\_\_\_ PUBLIC AFFAIRS

BRIEF DESCRIPTION: Paula Gross discussed the importance  
of proper nutrition when dieting. Setting realistic goals  
and gradually changing your eating habits is the first step  
for a successful diet. Eliminating fat and counting calories  
helps to avoid those fat traps. Steve Deitz discussed the

ISSUE ORIENTED PROGRAMMING

ISSUE DEPRESSION \_\_\_\_\_ TITLE OF PROGRAM UPDATE SUNDAY

ISSUE ORIENTED PROGRAMMING

ISSUE WENDI TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Meme Thomas

AFFILIATION: WENDI (When entering new directions)

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF PROGRAM \_\_\_\_\_

ISSUE ORIENTED PROGRAMMING

ISSUE HURRICANE SEASON TITLE OF PROGRAM UPDATE SUNDAY

INDIVIDUAL (S) INTERVIEWED

NAME: Micheal Sebones, Director

AFFILIATION: National Weather Service

NAME: Michael Spencer, Public Information Officer

AFFILIATION: Emergency Management

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min. PUBLIC AFFAIRS

BRIEF DESCRIPTION: Mr. Sebones discussed the science of  
hurricanes. whether or not we can predict them. We discuss-  
ed the terminology used such as, hurricane watch and  
hurricane warning, and what to do during each. Michael  
Spencer discussed the Brevard County preparedness plan and  
what residents should be doing to prepare for the season.  
Locating evacuation routes and emergency shelters, etc. is  
an important element often missed.

TIME AND DATE OF BROADCAST 9:00 a.m. June 24, 1990

WBSF-TV 43 QUARTERLY ISSUES/PROGRAMS REPORT

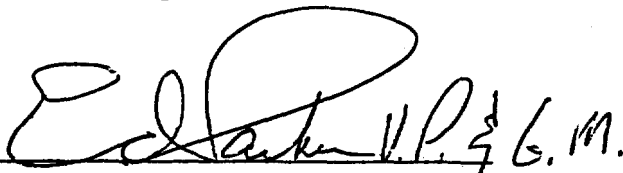
1st QUARTER 1990

The attached detail represents programming on the most prevalent issues, according to our viewers, which were ascertained in various ways, i.e., formal ascertainment and issues surveys.

Issues were dealt with in a 4:30 "Update" which runs approximately eighteen times per day, and a half-hour weekly Public Affairs show hosted by the public affairs director. We also ran various PSA's which we based on the issues at hand.

The Quarterly Report contains detailed information on every "Update," half-hour "Sunday Edition" and PSA broadcast on-air.

We believe this programming is addressing issues that are in the interest of our viewing public.

  
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ISSUE ORIENTED PROGRAMMING

ISSUE Cultural Arts \_\_\_\_\_ TITLE OF PROGRAM East Coast  
Dance Theatre

INDIVIDUAL (S) INTERVIEWED

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS \_\_\_\_\_ PUBLIC AFFAIRS

BRIEF DESCRIPTION: Under the direction of Nancy Giancola  
and with the help of Joe Carroll the East Coast Dance  
Theatre produced a half hour program featuring dance and  
song. The presentation of this program was our way of

ISSUE ORIENTED PROGRAMMING

ISSUE Drug Abuse/Mammography TITLE OF PROGRAM Best of 1989.

INDIVIDUAL (S) INTERVIEWED

NAME: Vernon Glass

AFFILIATION: Executive Director Starlite Drug Abuse Center.

NAME: Paula Fekar

AFFILIATION: Cancer Patient/Holmes Regional

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS \_\_\_\_\_ 30 min \_\_\_\_\_ PUBLIC AFFAIRS

BRIEF DESCRIPTION: Vernon Glass, discussed the Starlite  
Drug Abuse Center, the progress over the past year and future  
plans for 1990. Paula discussed her surgery and some of  
her involvements since our last program on mammography, she  
talked about her reconstructive surgery. She offered words of  
advice to others in similar situations.

TIME AND DATE OF BROADCAST Jan. 14, 1990- 9:am

ISSUE ORIENTED PROGRAMMING

ISSUE Cultural Arts TITLE OF PROGRAM BSO/Youth

INDIVIDUAL (S) INTERVIEWED

NAME: William Elam

AFFILIATION: Conductor/ Brevard Symphony Youth Orchestra

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS \_\_\_\_\_ PUBLIC AFFAIRS



ISSUE ORIENTED PROGRAMMING

ISSUE Social Action TITLE OF PROGRAM Update Sunday

INDIVIDUAL (S) INTERVIEWED

NAME: Gloria Boatwright

AFFILIATION: Delta Sigma Theta Sorority

NAME: Catherine Forbes

AFFILIATION: Delta Sigma Theta Sorority

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min. PUBLIC AFFAIRS

BRIEF DESCRIPTION: Catherine and Gloria discussed a new  
social action committee in which they have organized to  
target community problems and to develop ways to combat  
those problems. The three areas are: Drug Addiction.  
Education, and Self Esteem Building.

TIME AND DATE OF BROADCAST March 4, 1990 9:00 a.m.

ISSUE ORIENTED PROGRAMMING

ISSUE	FLORIDA	MOTION PICTURE AND TV IND.	TITLE OF PROGRAM	UPDATE
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ISSUE ORIENTED PROGRAMMING

ISSUE DOMESTIC VIOLENCE TITLE OF PROGRAM UPDATE

INDIVIDUAL(S) INTERVIEWED

ISSUE ORIENTED PROGRAMMING

ISSUE Projecting a Positive Image TITLE OF PROGRAM Update

INDIVIDUAL(S) INTERVIEWED

NAME: Ann Stone

AFFILIATION: Color Me Beautiful

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 1/2 PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: How to project a positive image in the professional  
workolace. Using color to your best advantage

TIME & DATE OF BROADCAST: December 3, 1989 9:00 a.m.

ISSUE ORIENTED PROGRAMMING

ISSUE THE VIETNAM VETERAN TITLE OF PROGRAM UPDATE

INDIVIDUAL(S) INTERVIEWED

NAME: Dr. Frank Webbe

AFFILIATION: Crisis Services and FIT

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS \_\_\_\_\_  $\frac{1}{2}$  hr \_\_\_\_\_ PUBLIC AFFAIRS

DURATION: \_\_\_\_\_

BRIEF DESCRIPTION: Dr. Frank Webbe joined Host, Delores McLaughlin  
as a co-host for a series of programs focusing on Crisis Services of  
Brevard. Crisis Services is a 24 hour crisis hot line dealing with such issues  
as suicide, child abuse, housing, or people who just need to talk. On this  
program the issue was: The Vietnam Veteran, the problems specific to  
this particular veteran and counseling services available in Brevard County.

TIME & DATE OF BROADCAST: December 24, 9:00 a.m.

Feb. 25, 9:00 am. 1990

ISSUE ORIENTED PROGRAMMING

ISSUE The Citizen Bee TITLE OF PROGRAM Update Sunday

INDIVIDUAL (S) INTERVIEWED

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS \_\_\_\_\_ PUBLIC AFFAIRS

BRIEF DESCRIPTION: The Citizen Bee is a spelling bee type  
program based on current events and history. 39 students  
from area high schools participated in a regional competition  
held here at TV-43. The Citizen Bee is part of the National  
Closeup Foundation education programs. Locally the competition  
was sponsored the First Union National Bank. Florida Today  
and TV-43.

TIME AND DATE OF BROADCAST March 18, 1990 9:00 a.m.

ISSUE ORIENTED PROGRAMMING

ISSUE Crisis Nurseries TITLE OF PROGRAM Update Sunday

INDIVIDUAL (S) INTERVIEWED

NAME: Bob McCarthy

AFFILIATION: Executive Director Ursula Sunshine Center

NAME: \_\_\_\_\_

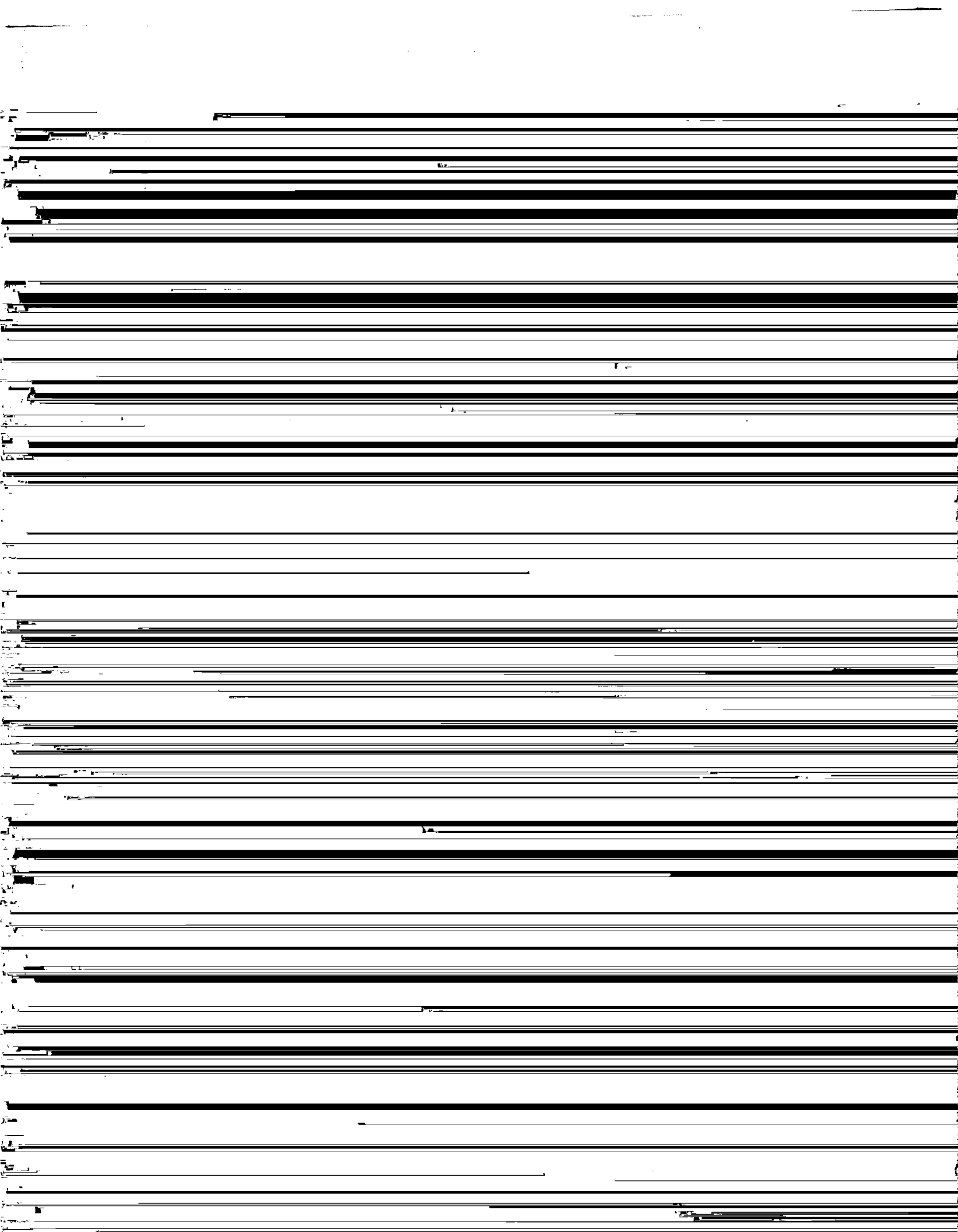
AFFILIATION: \_\_\_\_\_

NAME: \_\_\_\_\_

AFFILIATION: \_\_\_\_\_

TYPE OF FORMAT: \_\_\_\_\_ NEWS 30 min PUBLIC AFFAIRS

BRIEF DESCRIPTION: Crisis Nurseries are new in the area  
of child abuse prevention. These nurseries would provide  
an opportunity for parents who are at risk of abusing their  
children to separate themselves from the children by using





#	Schedule Name	Client #	No. of Spots	Rate	Total Amount
61	RECRUITING NEW TEACHERS	6	5	0.00	0.00
62	CONSTRUCTION SITE	6	4	0.00	0.00
63	YOUNG TEACHERS	6	6	0.00	0.00
64	UNITED NEGRO COLLEGE	6	3	0.00	0.00
65	LATTERDAY STS/PROM	6	11	0.00	0.00
66	SOCIAL SECURITY	6	14	0.00	0.00
67	US NAVY	6	8	0.00	0.00
68	MEGA MEMORY/30.00	42	1	350.00	350.00 ✓
69	POWER OUTAGE	6	9	0.00	0.00
70	PEACE CORPS/ARCHITECT	6	10	0.00	0.00
71	CLOSEUP/REAL ESTATE	6	8	0.00	0.00
72	MEDIC ALERT	6	28	0.00	0.00
73	REAL SITUATIONS	6	12	0.00	0.00
74	SOC. PROFESS. JOURNALISTS	6	10	0.00	0.00
75	LATTERDAY STS/HARD LESSON	6	8	0.00	0.00
76	THE MEAL	6	15	0.00	0.00
77	US SPACE FOUNDATION	6	10	0.00	0.00
78	E.B.S. TEST	6	4	0.00	0.00
79	U.S. NAVY	6	7	0.00	0.00
80	SEXUALLY TRANS. DISEASES	6	20	0.00	0.00
81	ARSON ALERT/DIV OF FOREST	6	19	0.00	0.00
82	DRUNK DRIVING-"THINK"	6	9	0.00	0.00
83	RED CROSS/CORPORATE CAMP.	6	19	0.00	0.00
84	FIGHT FRAUD/FLORIDA STATE	6	16	0.00	0.00
85	COVENANT HOUSE/LOST GIRL	6	24	0.00	0.00
86	BE COOL/STAY IN SCHOOL	6	14	0.00	0.00
87	BOUNCING TODDLER	6	13	0.00	0.00
88	CHOOSE THE RIGHT	6	11	0.00	0.00
89	DEBORAH HOSPITAL FOUND.	6	10	0.00	0.00
90	SLICE/GIVE FIVE-VOLUNTEER	6	5	0.00	0.00
91	CLOSEUP/AUTO SAFETY	6	8	0.00	0.00
92	SHRINERS' HOSPITAL	6	4	0.00	0.00
93	SAVE THE MANATEE	6	3	0.00	0.00
94	LATTERDAY STS/PORCH	6	3	0.00	0.00
95	AIDS/BABY	6	5	0.00	0.00
96	AMERICAN RED CROSS/CPR	6	60	0.00	0.00
98	FLORIDA CENSUS/CROWD	6	21	0.00	0.00
99	FOOD STAMP INFORMATION	6	22	0.00	0.00
100	FL DEPT. AGRI/FOREST KING	6	24	0.00	0.00
101	LATTERDAY STS/PORCH	6	1	0.00	0.00
102	FOREST FIRE/PREVENT/MATCH	6	22	0.00	0.00
103	ORGAN DONOR FOUNDATION	6	26	0.00	0.00
105	SLICE/GIVE FIVE-VOLUNTEER	6	3	0.00	0.00
106	LEARNING IS IMPORTANT	6	4	0.00	0.00
107	SAVE THE MANATEE/BUFFET	6	22	0.00	0.00
108	SAVE THE MANATEE/BUFFET	6	4	0.00	0.00
109	DON'T DROP OUT	6	5	0.00	0.00
110	U.S.SAVINGS BONDS	6	10	0.00	0.00
111	USCG/BOOZE & BOATS	6	17	0.00	0.00
112	COMMUNITY BULLETIN BOARD	6	20	0.00	0.00
113	AMAZING FACTS/30.00	50	4	350.00	1400.00 ✓
114	CISCORP/ENTERTAINMENT #1	64	131	0.00	0.00
115	CLOSEUP/GLOBAL WARMING 3:	6	31	0.00	0.00
116	ARTHUR LEWIS\INT. DESIGN	6	46	0.00	0.00
117	CLOSEUP/THE BROADMOOR	6	11	0.00	0.00
118	CLOSEUP/HOUSING	6	9	0.00	0.00
119	CLOSEUP/H.I.B. DISEASE	6	8	0.00	0.00

03-30-1990 10:22:17

\* \* WBSF-TV Standard Billing Summary \* \* Page: 3

#	Schedule Name	Client #	No. of Spots	Rate	Total Amount
122	NUTRITION #1	6	9	0.00	0.00
123	NUTRITION #2	6	9	0.00	0.00
125	KEEP BREVARD BEAUTIFUL	6	2	0.00	0.00
126	CLOSEUP/KLEENEX AWARDS	6	9	0.00	0.00
<del>127</del>	<del>MEGA MEMORY/30:00</del>	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>
128	CLOSEUP/INCOME TAX	6	11	0.00	0.00
129	JOURNAL/AMER MEDICAL ASSN	6	33	0.00	0.00
130	BREV. SYMPHONY YOUTH ORCH	6	97	0.00	0.00
131	CRISIS SERVICES/STRESS	6	9	0.00	0.00
132	CRISIS SERVICES/STRESS	6	119	0.00	0.00
<del>133</del>	<del>REAL TV/60:00</del>	<del>15</del>	<del>4</del>	<del>500.00</del>	<del>2000.00</del>
134	PR/AMAZING FACTS	50	89	0.00	0.00
<del>138</del>	<del>DAILY MIXER/30:00</del> ✓	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>
143	CISCORP/ENTERTAINMENT #2	64	119	0.00	0.00
<del>147</del>	<del>MEGA MEMORY/30:00</del>	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>
<del>149</del>	<del>DAILY MIXER</del> ✓	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>
<del>156</del>	<del>YOU CAN LOOK YOUNGER/30:11</del> ✓	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>
<del>159</del>	<del>YOU CAN LOOK YOUNGER/30:11</del> ✓	<del>42</del>	<del>1</del>	<del>350.00</del>	<del>350.00</del>

Total Spots: 2,518 Gross Amt: 5,850.00